

# TAHOE EXPO 2011 Summary Report

## WHAT

Tahoe Expo 2011 demonstrates an interlinked visitors experience that moves people without cars to activities that sustain or enhance unique assets while creating economic prosperity.

Meaningful travel gives visitors more reasons to; stay, return and share stories that create continual demand for an area. This is a first step towards realizing the **8 Worlds of Tahoe** concept (endorsed by a Placer County Resolution)

## WHY

[VisitorsTalkaboutTahoe](#) VIDEO

Tahoe Expo was created in service to addressing:

### THE CHALLENGE (current situation)

20<sup>th</sup> Century (auto-dependent/self-serve) tourism model resulting in:

- 1) Billions invested in ongoing restoration/mitigation w/o adequate public education to be successful/sustainable
- 2) Competitive disconnect among local groups/orgs/agencies

### THE SOLUTIONS (sustainable prosperity)

21<sup>st</sup> Century sustainable Geotourism model that encourages:

- 1) Education thru fun, interactive and tangible unique nature-based activities that save \$\$B's in mitigation and restoration of the environment
- 2) Collaborative effort from all groups to create the new visitor model (cooperatively vs. competitively)

## HOW

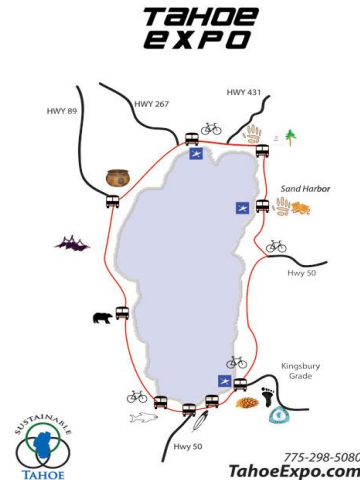
Sustainable Tahoe held the 1st 2010 Stewardship Congress <http://sustaintahoe.org/media-2/video/> where groups collaboratively designed the blueprint which led to launching this geotourism showcase where locals (org/groups/agencies/bus) host authentic assets to increase sense of place while reducing degradation and building a sustainable prosperity.

[TahoeExpo2011trailer](#) and [TahoeExpo2011SummaryVideo](#)

## WHO

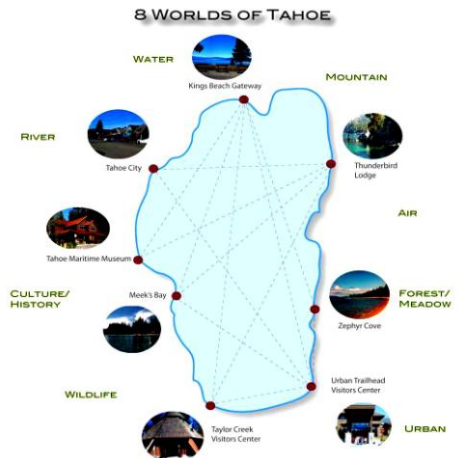
**Activity Hosts:** *Bear League, Water Trails, Kayak Tahoe, Tahoe Rim Trail, League to Save Lake Tahoe, GateKeepers Museum, EnviroRents, Tahoe Museum, Historical Society, Demonstration Garden, USFS Taylor Creek, IVGID, TWSA, UC Davis, TERC, Sugar Pine Foundation, Tahoe Institute Natural Science, Tahoe Adventure Co., and Kim Gorman*  
**Transit:** *Lara Pearson, Rachel Flower, Nancy Mc Dermid, Rochelle Nason, RTWG, Dr. Goldman, Mechelle Duhamel*  
**After Party:** *Shakespeare* (stage, permits) *NV State Parks* (permits, parking), *Guitarfish* (sound), *Sierra Business Council* (PR), *Green Barn Farms*(organic local food), *Rachel 'K's Home Cookin* (chef), *Andy Brimm* (catering permits), *Buckbean, SilverPeak, Craft Reno, Brew Brothers, BJ's Brewery* (beer), *Tahoe Green, Full Circle Compost* (zero waste)  
**"Tahologist's":** *Dr Goldman, Sudeep Chandra, Scott Lankford, David Antonucci, Tom Wendell and Michael Cutt* (game host). *Elizabeth Rogers, David Colley, Donna Walden, Brett Fountain, Rachel Flower* (video)  
**PR:** *Curtis Fong of Bike the West* (program), *Sierra Heritage Magazine* (Ad), *NTRA/CC* (Marketing Grant), *Stuart Yount* (Expo banners), *TRPA* (volunteer T-shirts)

...and dedicated Sustainable Tahoe volunteer staff, Board and community supporters (45 day of event)



SEPTEMBER 10, 2011

9am-2pm	<b>Bear League</b> - Guided hike to bear habitat (PDQ Market TART or Nifty Fifty bus stop)
	<b>Rim Trail</b> - Trail building at Dugger and hosted hike - Van Sickle (StateLine BlueGo transit center)
	<b>Water Trails Kayak Tour</b> - Sand Harbor to Thunderbird (Sand Harbor shuttle stop)
	<b>Sugarpine</b> - Discover the secret of cones (StateLine transit center)
	<b>UC Davis and League Forest Stewardship Day</b> - Incline Village Green (Hyatt TART stop)
	<b>IVGID TERC Creek Monitoring</b> - 3rd Creek Incline (Hyatt bus stop)
	<b>Tahoe Environmental Research Center</b> - 3D movie of lake formation (SNC TART stop)
	<b>Historical Society Tahoe</b> - Bonanza 1860 to 1960 (TART Starbucks stop)
	<b>Tahoe Heritage Museum History</b> - Hunt, SLT (BlueGo El Dorado Beach stop)
	<b>Gatekeepers Museum</b> - Weaving the eco-system, Tahoe City (TART Fanny Bridge stop)
	<b>Tahoe Institute for Natural Science</b> - Birders delight at Taylor Creek (BlueGo Core East stop)
	<b>Taylor Creek</b> - Water species discovery in SLT (BlueGo stop)
	<b>Tour de Tahoe</b> - Stops for Sunday's ride around the lake
3pm - 8pm	<b>Tahoe Expo After-Party</b> - Sand Harbor Local Music - Food - Beer - Discovery - Fun



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## RESULT demonstrated:

Local pride in hosting and entertaining: <http://www.youtube.com/watch?v=eUKSxSx8-1A>.

Visitors willing to take buses and water taxis to access interactive adventures that inspire stewardship behavior.

2011 Expo showcased 17 activities in 4 categories: Water, Forest, Wildlife and Cultural/History

<http://tahoexpo.com/activities/> All connected by boat, bike or bus: <http://tahoexpo.com/event-transportation/>

Itineraries: <http://tahoexpo.com/itineraries/> provided diversity and directions.

**Total attendees:** estimate **600 people** attended various activities, transit + Expo Party.

**60** – enjoyed a hosted Bear Hike: and the Bear League is now looking into regular hosted hikes

**50** – joined the History Hunt (1/2 from Expo) and the museum had a record \$300 day of sales

**35** – saw the 3-D Tahoe in Depth film (TERC) the tour (on a day they are not usually open)

**70** – helped in Forest Stewardship Day (35 people over the usual turnout)

**16** – kayaked to Upper Truckee by local Marine Biologist host who had never thought to host biology from a kayak

**20** – toured the Demonstration Garden excited to learn about native and non-native species

**10** – watched and learned about Lahontan fish as they made their way to the lake at Taylor Creek

**1** – joined the Rim Trail work crew at Dagget to connect the Van Sickle

**10** – went on the Sugar Pine hike to learn about the cones

**18** – joined the Water Trails kayaking to Thunderbird for a tour

**6** – tried kayaking for the first time from Kings Beach

**10** – took the Bonanza tour and learned about Tahoe in the 50/60's

**35** – took water taxi from Incline to Sand Harbor (and 8 across lake to Timber Cove)

**23** – were still in line when the taxi ended, motivating local concessioner to want to be the Expo Taxi next year ☺

**68** – took a free shuttle (3 from Kingsbury transit to Sand Harbor and 2 from Incline to Sand Harbor)

**15** – tried public transit for the first time (BlueGo and TART)

**3** – took personal watercraft to Sand Harbor for the "After Party"

**5** – rode bikes to activities

**5** – Travel Writers tried SUP for the first time and toured the TERC +3D movie of Tahoe

**198** – attended the After Party (includes volunteers)

## **Q: What could be done differently to make this event even more successful in the future?**

**A:** Collaborate more effectively and connect the pieces of the puzzle critical to ensuring ongoing success.

- 1. Enlist Local colleges** to expand this blueprint as part of sustainable & resort management curriculum.
- 2. Engage Transit Agencies** to manage and demonstrate sustainable transit partnerships (via a fun test-drive).
- 3. Partner with Resorts** to create travel packages including these itineraries & activities (increasing occupancy).
- 4. Encourage Chambers/VA/BA/RA** to promote the Prosperity Plan demonstration (every year 'til it's every day).
- 5. Leverage economic initiatives of County/State/Federal /Tourism Agencies** by including 'green' **water craft innovation expo** that positions Tahoe as the 'Davos' or 'Silicon Valley' for raising the bar on clean water technology. Use this to inspire design, manufacturing and production of world-class watercraft ferry system's here in the region (create innovation and jobs).

**B:** Nurture and cultivate community support to translate into funding dollars

- 1. Build on the blueprint** showing how the business sector benefits by supporting stewardship organizations to host activities and attractions that result in an increase to the "eat/sleep/shop" revenue that keeps resorts lucrative and sustainable.
- 2. Create sponsorship programs** that help fund the experts and artists needed to host and/or promote the activities designed to inspire stewardship, reduce mitigation costs, while expanding the tourism model to generate a 4-season sustainable prosperity for the residents of the region.

**C:** Expand the Marketing Campaign to increase the public awareness of Tahoe's 21<sup>st</sup> Century visitor menu

- 1. Expand Web presence & Social Media campaign** to build 'buzz' and support locally, regionally and nationally.
- 2. Increase publicity presence** via print, radio and video media into locally, regionally and nationally markets.

p.2 *Tahoe Expo is an on-going campaign of Sustainable Tahoe*

[www.TahoeExpo.com](http://www.TahoeExpo.com)

[www.SustainTahoe.org](http://www.SustainTahoe.org)

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## How TAHOE EXPO 2011 demonstrated the 12 GEOTOURISM principles

- 1. Integrity of place:** ...develop and improve the distinctive locale, natural, cultural heritage and local pride. **(local org hosted recreation, restoration, culture, history, native culture that enriched visitors sense of place)**
- 2. International codes:** ...adhere to World Tourism Organization's Global Code of Ethics principles **(docents identified historical significance and the Washoe People shared indigenous stories)**
- 3. Market selectivity:** ...encourage market segments likely to appreciate, respect, and disseminate info. **( SUP, kayaking, biking, birding, wildlife learning, and local culture/heritage hosting are expanding the demographic)**
- 4. Market diversity:** ...encourage a full range of appropriate food and lodging to maximize economic resiliency over both the short and long term **(Expo showcased local brew and food showcasing regional farmers, chef's and businesses embracing sustainability)**
- 5. Tourist satisfaction:** ...ensure satisfied geotourists vacation stories, provide continuing demand **(being hosted to the native, unique assets increased local pride and excitement in visitors, while inspiring ongoing demand)**
- 6. Community involvement:** ...base tourism on area's nature, history, art, community and culture **[members of the community provided diverse entertainment, music, poetry and Washoe stories ... making culture come alive]**
- 7. Community benefit:** ...encourage business strategies that emphasize economic social benefits to communities **[The Expo showcased local businesses offering services, music, food, entertainment and local culture received economic benefits for their contribution]**
- 8. Protection and enhancement of destination appeal:** ...encourage businesses to sustain natural habitats, heritage sites, aesthetic appeal, and local culture **[all attractions and activities promoted in the Expo sustain or enhance natural habitats, heritage sites and local well being. An educated visitor is a better steward]**
- 9. Land use:** ...anticipate development pressures, and applies techniques to prevent undesired overdevelopment degradation **[The Tahoe Expo focused the visitor on native assets: wildlife, biking, hiking, paddling, kayaking, heritage, culture, art, using land and water transit to access the attractions (a key piece of a sustainable future)]**
- 10. Conservation of resources:** ...encourage businesses to minimize water pollution, solid waste, energy consumption and water usage **[Expo was a zero-waste event, serving local food, Tahoe tap water, utilizing public transit and water taxis, bikes, walking and kayaking to access attractions]**
- 11. Planning:** ...recognize and respect immediate economic needs w/o sacrificing long-term character and the geotourism potential **[Expo demonstrated a sustainable prosperity model of a 4 season visitor economy that will sustain the long term character and geotourism potential that increases demand for the area.]**
- 12. Interactive interpretation:** ...engage both visitors and hosts in learning about the place and encourage residents to show off the natural and cultural heritage, so visitors gain a richer experience and residents develop pride in their locales **[Docents/local guides welcomed visitors w/interactive tours for each activity, plus the Sand Harbor stage shows that continued making stewardship fun (and profitable)].**



# TAHOE EXPO 2011 Summary Report

**From:** Lisa Marechal <lisa@neodesignstudio.com>  
**To:** Jacquie Chandler <jacquie.chandler@yahoo.com>  
**Sent:** Wednesday, September 14, 2011 9:41 AM  
**Subject:** Tahoe Expo



Hello Jacquie:

I wanted to thank you for such a great event! The Tahoe Expo was an exciting, interesting and fun filled day.

As a commercial interior designer, I am aware of the many environmental issues we have to rethink and work toward changing in the built environment. As a new resident, I have limited knowledge of all of the issues, which, contribute to the deterioration of the lake and the surrounding basin. So the Expo was a wonderful form of "edutainment" where everyone enjoyed themselves and many of us increased our awareness of how to be better stewards of this pristine environment we are fortunate to call home.

I thought that you might like to have a few photos of the kayak trip we took from South Lake up the Upper Truckee River. Our guides were so informative as they both lived near the wetland mouth of the river. We learned about the railroads infilling the area, laying tracks and human efforts to straighten out the path of the water to reclaim more land. Coming from the Pacific Northwest, I am very knowledgeable regarding the critical filtering function wetland perform but I am sure this information was new to many attendees. We learned of recent efforts to restore the wetlands, the havoc invasive plant + wildlife species are playing on the natural environment and small changes we can make to our behaviors to mitigate the growth of invasive species.

We took the water taxi from the Hyatt pier, which, was part of the fun. It would be really wonderful for the lake to offer this service regularly. If any traction happens with this effort, I know someone who has been tinkering with solar powered water taxis that I would love to put someone in contact with.

The Tahoe Expo has educated me quickly to several environmental issues we all must be concerned with if we are to maintain the quality of life we all enjoy in this basin. Keep up the great work !!!

Lisa Marechal



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**Preservation is Profitable Proof Point**

**Canadian example of the economic value hosting authentic assets provides**

**From:** Dean Wyatt [mailto:dean@grizzlytours.com]  
**Sent:** Thursday, September 08, 2011 7:55 PM  
**To:** 'earthgym@yahoo.com'  
**Subject:** Grizzly Hunt in BC

Jacquie Chandler:

Your email to Westcoast Expeditions was passed on to one of my guides who has passed it to me. Check us out on [www.grizzlytours.com](http://www.grizzlytours.com) to find out more about us. There are a lot of statistics out there about bear hunting and viewing and you have to be careful what you look at. Our business group in Canada focused on the amount of revenue grizzly hunting provided to the BC economy vs. viewing.

As of right now I would guess that Grizzly hunting in BC generates around \$2. – 2.5 million per year in revenue and viewing is close to \$7 million. The real numbers are in the actual benefit that bear viewing provides to the BC economy. We have a masters paper showing that *our revenue* has a **10 times multiplier effect on our economy**. People who come to see bears will not come if they cannot get the dates they want so we are the focal point of their travels. As we do around \$3 million a year in revenue you can see that the actual benefit to the economy is closer to \$30 million from us alone.

Our community can be found on the CBVA(Commercial Bear Viewing Assoc.) website and it has good info. Contact Phil Bergman in my office about Peter Swain's thesis and we are happy to help in any way we can.

Tell me more about what you do. We can always work together to drive market.

Regards

Dean Wyatt  
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